

# Sports jobs work at career convention

JEFF MENKE Special to the Gamecock

Dionne Warwick and her psychic friends probably couldn't have predicted how tough the job market has been for young professionals. The last five years have been rough on college graduates entering the working world.

However, there exists an industry many people don't realize offers thousands of opportunities. And it's a vast field that almost everyone, regardless of educational curriculum, can join and enjoy: sports.

The business of sports accounts for about \$100 billion annually or 1.3 percent of the U. S. gross national product. That number increases by seven percent each year.

About 4.5 million people currently work in some aspect of the sports industry. As the industry continues to thrive, so does the employment prospects to handle the demands that go along with it.

Licensed product sales have skyrocketed by 28 percent over the last five years. In 1981, sales of National Basketball Association licensed merchandise reached \$100,000. The 1994 projection is \$2 billion.

The development of new facilities and arenas has quadrupled in the last two years and 19 arenas are currently under construction or being renovated.

For example, Major League Soccer will begin play next spring and league officials guarantee hundreds of job opportunities will come available. Today, at least 150 colleges offer sports management programs, compared to only two programs 10 years ago.

"The key to getting a job in sports is to understand that this is a collection of many different businesses and not a profession or single industry," said Neal Pilson, former president of CBS Sports. "We need skills, not athletes or sports junkies. We need people who can write, people with a financial background; we need lawyers, we need press and communication people. In TV and radio, we need experience in production and broadcasting. And most of all, we need people who can sell."

As with any career path, becoming

involved or advancing within the sports industry requires the right preparation and individual effort.

Career management experts continually address the need for individuals to network with industry professionals, remain educated on industry trends, and obtain the means to market skills and talents.

Sports Careers, the leading career management firm for the sports industry based in Phoenix, AR., helps prepare people for careers in the business of sports through conferences, networking events, a resume bank and a continuing education program.

"There's exciting opportunities out there," said Sports Careers President Jay Abraham, whose personal employment experience features the NBA's Phoenix Suns, Nike and Pepsi. "You just have to know the best ways to get involved. This can be through networking yourself with sports industry professionals in your region, making contacts."

Sports Careers is conducting its next career seminar in Miami Beach Oct. 27-29. The event will bring executives from the major sports franchises in the Southeast, media organizations like Sports Illustrated, the 1995 Super Bowl Commission and top officials of national corporations.

Gary Bender, sportscaster for Turner Broadcasting and the Phoenix Suns, agrees that it takes more than just looking through classified ads to get a job. The key is getting ahead in the rat race and getting noticed in the sea of applicants.

Bender says that both the seasoned veterans and upcoming talents have to do something extra to reach their career goals.

"The thing that has happened, and Sports Careers has helped with this, is the sophistication of the application. By working with developing resumes, Sports Careers can help attract the attention of the person who has a myriad of resumes on his desk. I have found that most of the people who haven't approached it this way don't have a chance. You have to have a plan of attack."

For more information about the sports industry, call Sports Careers at 1-800-776-7877.

# Larusson scores two goals for Carolina victory

MICHAEL BAUER Staff Writer

Fresh off a 2-1 victory over second ranked Rutgers, the South Carolina Gamecock soccer team looked to extend the momentum against Furman. Needless to say, USC dominated the Paladins from start to finish as freshman midfielder Kristinn Larusson scored two goals to propel the tenth-ranked Gamecocks to a 4-1 victory in its home opener at the Graveyard yesterday.

Larusson scored his first goal 2:12 into the first half and was followed by All-American Chris Faklaris with a left-footed shot that nestled into the right corner of the goal which gave the Gamecocks a 2-0 lead.

"Ever since the first game, we've been improving," Faklaris said, "If we continue doing that game by game, then we will be a better soccer team."

Forty four seconds later, junior midfielder Sigmar Scheving contributed to the cause to build the lead to 3-0 at halftime.

USC's defense was equally impressive as they limited Furman to one shot on goal in the first half. Midway through the second half, the Gamecocks struck again as Larusson scored his second goal of the game; however, the Paladins were able to avoid the shutout, scoring with 16:25 remaining to net the final score at 4-1.

The Gamecocks will next face Brown University in the fourth annual Umbro Kickoff Classic to be held at the Graveyard on September 18. Game time is scheduled for 2:00 p.m.



Jeff Wilson dribbles away from Furman defenders in the Gamecocks' 4-1 victory Saturday.

KIM TRUETT The Gamecock

# Tennis player brings international flavor

LIZA ACEIRNO Staff Writer

Tennis player Maxi Jamenez played his first tournament in Argentina when he was only twelve years old. Originally from Venezuela, Maxi came to the United States when he started his freshman year at Fred-ham at Tennessee.

"I came to USC sophomore year because I wanted to attend a big school, and I heard Eric Sydon ran a good tennis program," Mali said.

He also plans to turn pro after he graduates and has already acquired points needed to qualify in the professional tournaments.

Maxi's proudest tennis moment was making the finals in the '89 Brazilian Open. Although he lost in straight sets, it was quite an accomplishment to make it to the finals considering he was an unseeded player. During

the last match, he broke both his rackets and had to borrow one from someone in the crowd in order to continue playing.

In addition to numerous satellite tournaments in South America and the Caribbean, Maxi has also played in the U.S. Open for juniors. He is currently ranked 30th in the NCAA, but his goal is to be in the top ten.

"I need to improve on his serve and volleying," Maxi said. "I practice tennis two hours a day while in school and five hours a day during vacations."

Maxi also plays baseball and soccer for entertainment. He enjoys buying watches and going to clubs to relax. Maxi sometimes feels tennis is very frustrating due to the endless hours needed to make slight corrections and improvements on his game.

"My advise for players is to keep going and not give up because I feel it will be worth it in the end," he said.

## TOP 25 APPOLL

	NO. OF 1ST PLACE VOTES
1 FLORIDA	27
2 NEBRASKA	22
3 FLORIDA STATE	5
4 MICHIGAN	2
5 MIAMI	1
6 PENN STATE	2
7 COLORADO	2
8 NOTRE DAME	
9 ARIZONA	2
10 WISCONSIN	
11 AUBURN	
12 ALABAMA	1
13 UCLA	
14 TEXAS A&M	
15 TENNESSEE	
16 NORTH CAROLINA	
17 TEXAS	
18 VIRGINIA TECH	
19 WASHINGTON	
20 SOUTHERN CAL	
21 OKLAHOMA	
22 BYU	
23 OHIO STATE	
24 WASHINGTON	
25 NC STATE	

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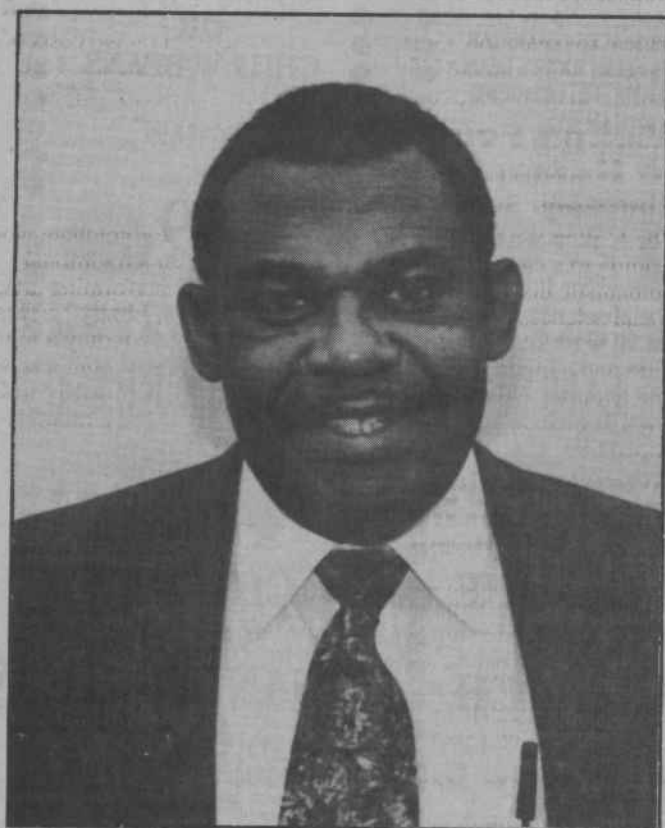
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This is a message from the U.S. Centers for Disease Control.



Dr. Charles Graham, Pastor

# Starting September 13

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